

**Department of Finance and Banking**  
**Jatiya Kabi Kazi Nazrul Islam University**  
**Course Code: FB 205**  
**Course Title: Entrepreneurship and SME Management**

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**Course Teacher:** Chandon Kumar Pal, Assistant Professor, Department of Finance and Banking, Jatiya Kabi Kazi Nazrul Islam University, Trishal, Mymensingh.

**Class Schedule:** Sunday (12:30pm-1:50pm) and Monday (12:30pm-1:50pm)

**Class Room Number:** 303

**Course Objective:** The core objective of this course is to develop the knowledge of entrepreneurial activity and adaptation to entrepreneurial environment. It also covers the SME management.

<b>Chapter</b>	<b>Number of classes</b>	<b>Content</b>
1	1	Introduction to Entrepreneurship
2	2	Recognizing Opportunities and Generating Ideas
3	2	Feasibility Analysis
4	2	Writing a Business Plan
5	2	Industry and Competitor Analysis
6	2	Developing an Effective Business Model
7	2	Preparing the Proper Ethical and Legal Foundation
8	3	Assessing a New Venture's Financial Strength and Viability
9	2	Building a New Venture Team
10	2	Financing or Funding for New Venture
11	2	Marketing Plan for the New Venture
13	2	Evaluating the Challenges of Growth
14	2	Strategies for Firm Growth
Additional Material	2	Details of SME in Bangladesh including problems and prospects.
Additional Material	1	BSCIC, BSTI and Other Agencies

**Required Text:**

Entrepreneurship by Bruce R. Barringer and R. Duane Ireland, Global Edition (Third Edition).

**Reference Book:**

Entrepreneurship and Small Business Management by Siropolis and Nicholas, Latest Edition.

**Evaluation:**

First Midterm	10%
Second Midterm	10%
Assignment, Report and Presentation	10%
Attendance	10%
Final Examination	60%
<b>Total</b>	<b>100%</b>

**N.B.:**

1. No makeup midterm will be taken.
2. Additional materials will be provided in the class.
3. A formal report (Business Plan) will have to prepare for this course.
4. A multimedia presentation will be held for each group.

**Read for learning and gathering knowledge, not for getting only certificates!**